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Social Media Strategy Guide

Using Social to Grow Your Business



Social: Where connection starts & community grows

Social media isn't just where people scroll—it's where they discover, evaluate, and choose businesses like yours. Its global reach is tremendous, and people spend a staggering amount of time on social platforms.

For fitness, wellness, and beauty brands in particular, social is your always-on storefront—featuring photos, videos, reviews, offers, and real client results—available 24/7 across channels like Instagram, TikTok, and Facebook.

This guide will help you build a social strategy, so you can reach the right people, earn trust faster, and turn online attention into real-world bookings.

Top social platforms & how to engage effectively

You don't have to be everywhere—you just need a smart mix of content and distribution, focused on the platforms that best support your business priorities.

Your brand can show up on social in two ways: organic content (anything you post that's free), and paid content (ads targeted to specific audiences). Use organic posts to earn attention. Use paid ads to scale what's already working.

A simple starting point is consistent organic posting on Facebook and Instagram—then add short-form video on TikTok. Post consistently and repurpose your best content to a third or fourth platform, like Pinterest, LinkedIn, or YouTube, where appropriate.

If you want to be found, trusted, and chosen—social should be part of your growth plan.

Oct 2025: Meltwater, "Digital 2026" press release. | Oct 2025: DataReportal/Kepios, "Global social media statistics"



#1 channel for discovery
Social ads (age 34 & down)



15B hrs/day
Time spent on social media

Which social media platforms make the most sense for your small business, and what do you post to each? Consider your target audience and your business goals.

1. FACEBOOK

One of the earliest and most popular channels, Facebook (part of Meta) has the strongest reach among people 30–64.* It's best for local discovery, community, and repeat business.

- **Posts:** Choose promos, testimonials, announcements, & reminders
- **Reels:** Showcase quick tips, behind-the-scenes, stats, & staff intros
- **Events:** Highlight workshops, challenges, & community gatherings
- **Groups:** Building a community around shared interests or goals



Paid unlock: [Run an ad](#) or [boost a post](#) or page to drive traffic.

2. INSTAGRAM

Reaching most age groups, IG (part of Meta) is best for brand vibe, visual proof, and credibility building. While it started as primarily a photo sharing social network, it has expanded into video with Reels and added a text-based Threads app for even broader engagement possibilities.

*Oct 2025: DataReportal / Kepios, "Global social media statistics" | Oct 2025: Meltwater + We Are Social, "Digital 2026" press release

- **Posts:** Images & carousels of day-in-the-life, testimonials, & offers
- **Reels:** Short-form videos featuring transformations, demos, & trends
- **Stories:** Impermanent glimpses behind the scenes & community building
- **Threads:** Conversational Q&A, tips, insights, & polls



Paid unlock: Boost posts & Reels, **run ads**, and retarget profile visitors and followers.

3. TIKTOK

Focused on short-form video, it's most popular among 18–29-year-olds.* It's best for fast discovery via search, light-hearted trends, and reaching new audiences. With 200M+ monthly users in Europe and 1B+ globally, even "local" content can explode around the world.*

- Post how-to tips, behind the scenes, before/after transformations
- Build community with local shout-outs, collabs, and lifestyle mentions
- Capitalize on trends and memes for a higher chance of going viral



Paid unlock: **Targeted ads** & boosted posts scale what's already working.

*Oct 2025: DataReportal / Kepios, "Global social media statistics" | Oct 2025: Meltwater + We Are Social, "Digital 2026" press release

Trends that drive evolving strategies for engagement

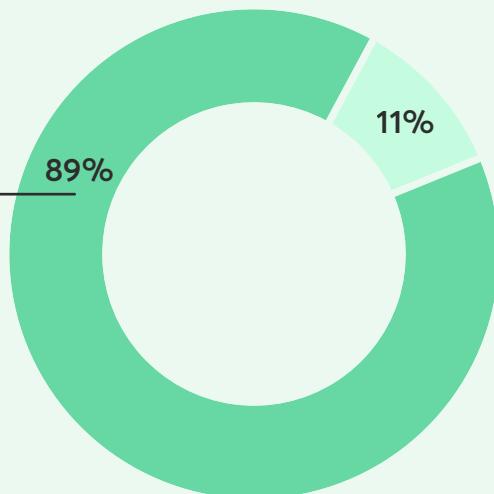
Social changes fast. These trends require new strategies to get discovered, build trust, and grow:



SHOWING AUTHENTICITY: TELL A GOOD STORY

A real client (or the client perspective) is more convincing than polished ads these days—authenticity is key. Focus on testimonial storytelling, transformation stories, and first-visit experiences. **Bonus points for short-form video, even in the form of an autoplaying slideshow.** But keep your eye on the trends, as longer videos are making a comeback (like 10-minute Reels).

89% of businesses are using video as a marketing tool—is video in your arsenal?



2025: Wyzowl, State of Video Marketing 2025.



SEARCHING VIA SOCIAL: HABITS ARE EVOLVING FAST

Younger demographics are looking for their next fitness, wellness, and beauty experience, but they're skipping the search engines entirely. **TikTok is now favored over Google by Gen Z for searches like "hair & makeup"!** To be more searchable, use clear keywords in captions and straightforward titles on videos. When it makes sense, add longer, keyword-rich captions to help you rank.

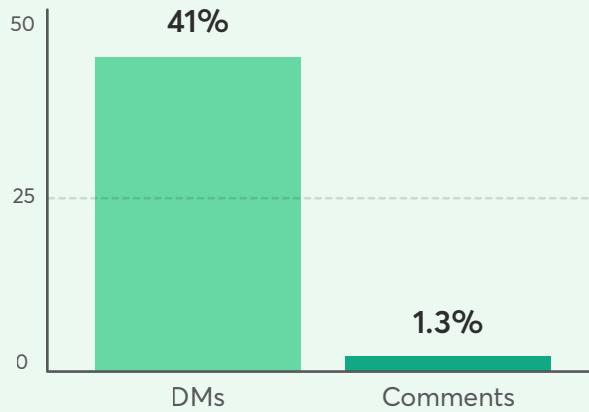


SLIDING INTO DMs: IT'S JUST BETWEEN ME & YOU

DMs are the new front desk, because people are hanging out on social—not in their email inboxes. One 2025 trend report found **Instagram DMs had reply rates far higher than comments**.

These engagement rates are a big reason brands are shifting resources to social messaging for influencer and UGC marketing, authentic conversation, and as a 1:1 customer service channel. Be sure to make it clear that your DMs are open for business, then reply quickly to keep clients happy.

Instagram DMs had a 41% reply rate vs. 1.3% for comments



2025: Wyzowl. | 2024–2025: EMARKETER. | 2025: Sprout Social Index.
2025: Dash Social trend report. | 2025: stack influence.

Timing matters—here's how to find yours

There's no single "best time to post." What matters is **when your audience is active**—and how quickly they engage once you publish.

- Use **Instagram Insights** and **Facebook Page Insights** to see your most active periods
- Pick 2–3 time windows to test for two weeks (example: morning, lunch, evening)
- Double down on what gets the best early engagement and drop what doesn't



A few practical tips:

- **Post consistently** before you worry about perfect timing—consistency beats guesswork
- **Match the format to the moment**—Stories and quick updates can happen anytime and Reels and educational posts often do best when people have more time
- If your audience spans multiple time zones, schedule for the **largest cluster** (or test two windows)

Once you find your rhythm, use a scheduling tool to stay consistent, then spend your energy where it counts: better content and faster replies.

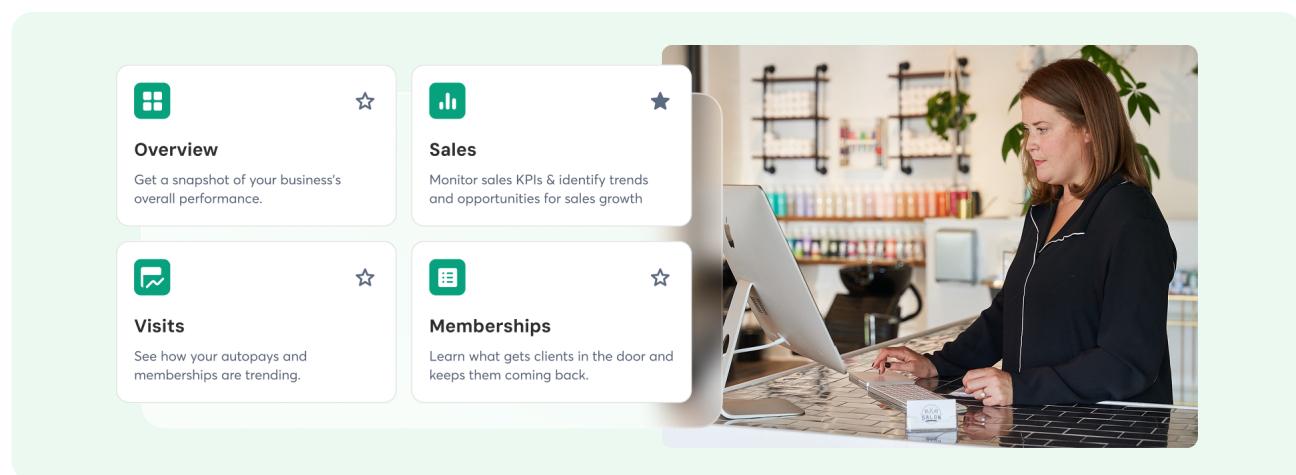
Goals for growth, metrics for momentum

Before you track metrics, get clear on what you want social to do for your business. The right objectives keep your content focused and make it easier to measure what's working.

Keep your social goals **specific, realistic, and tied to a business outcome:**

- **Increase awareness:** Reach new local people who could become clients
- **Drive actions:** Website clicks, calls, DMs, consult requests, bookings
- **Build trust & engagement:** Saves, shares, comments, replies all signal your content is resonating

Choose your primary goal, share it with anyone who helps manage your social presence, and use it to guide what you post and what you measure.



The image shows a woman with blonde hair, wearing a black blazer, sitting at a desk in a salon. She is looking at a computer screen. To her left is a sidebar with four cards:

- Overview**: Get a snapshot of your business's overall performance.
- Sales**: Monitor sales KPIs & identify trends and opportunities for sales growth.
- Visits**: See how your autopays and memberships are trending.
- Memberships**: Learn what gets clients in the door and keeps them coming back.

FROM GOALS TO NUMBERS

Once you've picked your priorities, choose metrics that tell you if you're moving in the right direction. Don't track everything—focus on the numbers that match your objective.



If your goal is awareness, track:

- Reach/impressions
- Video views + watch time
- Follower growth



If your goal is engagement, follow:

- Saves and shares (often stronger than likes)
- Comments + replies
- DMs/story replies (high-intent engagement)



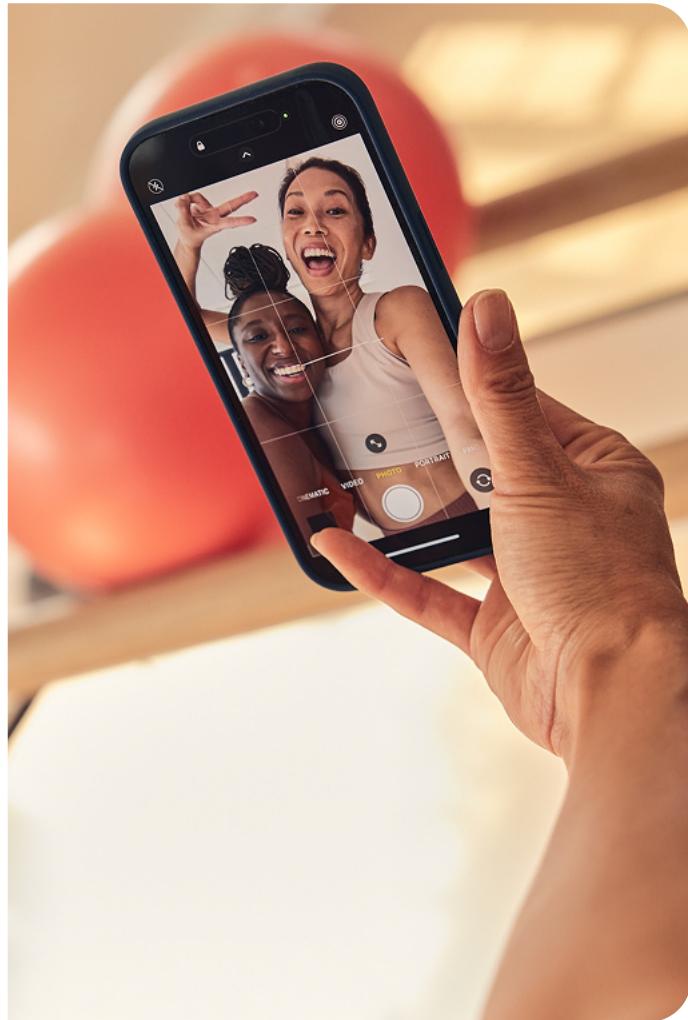
If your goal is action, track:

- Link clicks
- Calls/direction requests
- Bookings or lead submissions (track with UTM links and booking/CRM reports)

Use your top-performing posts as your roadmap. Identify what format and topic got the best results, then repeat and refine.

Next steps

Social media is crucial for businesses across every industry, and particularly those in fitness, wellness, and beauty. While it can be a challenge to navigate all of the different platforms, content trends, and metrics, having a well-defined social strategy will put your business on the path to social success.



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Ready for more?
Mindbody helps you turn
social engagement into
real-world growth.

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